

State of California  
Governor Gray Davis  
Business, Transportation and Housing Secretary Maria Contreras-Sweet

## California Zeroes In On DUI

**A**s 2003 begins to unfold, California is zeroing in on a pesky social nemesis whose fatal and injury numbers have spiraled over the past three years: driving under the influence.

The just-completed **Drunk and Drugged Driving (3D) Prevention** month in December, coupled with beefing up

statewide law enforcement through federal grants, and, a spate of year-end "Avoid" crackdowns, has armed the state with renewed momentum.

**Maria Contreras-Sweet, Secretary of the Business, Transportation & Housing Agency**, upped the ante by making two key year-end announcements:

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**Sacramento Police Department Sgt. Kathy Lester (above, left)** serves a non-alcoholic beverage to a local patron while **CHP Sgt. Tim Maley (above, right)** is interviewed by **Melissa Crowley** of Sacramento's channel 10 during the "COPTails" event in Old Sacramento.

## PTS Seminar Attracts 250 Statewide Participants

**The OTS annual Police Traffic Services Seminar**, held recently in Palm Desert, brought together more than 250 law enforcement representatives from throughout California.

The event was a three-day brainstorming opportunity for OTS partners and law enforcement agencies to exchange

traffic safety ideas and practices in order to help combat a 22 percent increase in driving under the influence (DUI)-related deaths over the last three years.

Speakers from various law enforcement departments as well as a number of interactive DUI scenarios were featured,

including courtroom dramas that took onlookers through system legalities.

One of the more dramatic sessions featured a re-enactment of an actual DUI traffic stop. Officials used two electric golf carts – one designated as

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## Alcohol Forum Takes A Look at 19–25 year old Drivers

As driving under the influence (DUI) continues to attract statewide attention, the **California Alcohol Forum** held in October brought together more than 100 professionals from the field of driving under the influence, including law enforcement, the judiciary, citizen activists, rehabilitation and private industry with one unified goal: to address the 19 to 25-year old age group, which has the highest propensity of DUI crashes.

"This forum provided a good, first step in looking at a variety of ways to curb DUI among 19–25 year olds," said **Teresa Becher, Interim Director for the Office of Traffic Safety**. "DUI continues to be the number one primary collision factor in all fatal traffic collisions and a major traffic safety concern for California."

Participants were provided background information including literature and data

reviews, and asked to participate in working groups to assess current efforts, past successes or failures, identify resources, and develop new strategies. Six working groups discussed potential action plans in three key areas: pre-incident (prevention/intervention), legal process (enforcement/judicial), and post incident (rehabilitation/probation).

Among the key highlights: further education, the

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BT&H Secretary  
Maria Contreras-Sweet

## Safety for 2003 and Beyond

I want to take this opportunity to applaud the dedicated department employees of the **Business, Transportation and Housing Agency** for the many positive accomplishments we have made together. While too many to mention here, some of our successes include:

- Enhancing State security, including implementation of the Amber Alert child abduction warning system.
- Helping a record number of patients resolve their HMO problems through the **Department of Managed Health Care**.
- Partnering with the **California State University System** to address the issues of underage drinking and student alcohol abuse.
- Providing new online services via the Internet, such as vehicle registration and real estate licensing.
- Launching the “**Seniors Against Investment Fraud**” (SAIF) program.
- Becoming a national leader in anti-DUI programs (California was the only State in the country in 2002 to earn a B+ grade from Mothers Against Drunk Driving).
- Making an annual HMO Report Card available for consumers choosing an HMO.
- Donating thousands of books on an annual basis to children of migrant farm workers in honor of **Caesar Chavez**.

As always, there are new challenges ahead, like the reauthorization of the Transportation Equity Act for the 21st Century (TEA 21). This is a priority because we are seeking more money for California's transportation infrastructure, which will help strengthen our key role in supporting the global economic competitiveness of the State and Nation.

There is the challenge of implementing the \$2.1 billion housing bond voters passed in November. The measure will fund over 134,000 affordable housing units, including 23,000 low-income rental units, double the number of shelter beds and create new housing opportunities for farm workers, the disabled and seniors. Homebuyer programs funded through the bond will assist over 80,000 households in becoming or remaining homeowners.

And there is our Agency's emphasis on corporate responsibility - seeking to reduce the incidence of fraud in business transactions, promoting consumer education and protection, and cracking down on predatory practices, and fraudulent investment schemes.

Given our Agency's record of success, I'm confident we will meet our goals for the coming year.

As 2003 evolves, let us take the opportunity to reflect on the good fortunes we enjoy. But also, please take care of one another by driving safely, whether traveling just across town or across the state. I wish you safe travels wherever you may go. ●

### 'Alcohol Forum,' from Page 1

enforcement of public policy, and involving local coalitions were critical to pre-incident effectiveness; mandatory vehicle impound and simplification of the DUI process were cited as top goals in the legal process; and, stepped-up punishment along with more education and counseling were topics for discussion in the post-incident phase.

A telephone survey of the age group was completed prior to the Forum (405 interviews conducted), as was a video of 19–25 year olds responding to questions based upon the telephone questionnaire. The questions asked were to determine knowledge, attitudes and beliefs about driving under the influence.

The forum was sponsored in part by the **California Highway Patrol**, the Office of Traffic Safety and the **National Highway Traffic Safety Administration (NHTSA)**. A series of future meetings will be convened in 2003 to present the highlights of the Forum to members of the 19–25 age group. ●

#### STATE OF CALIFORNIA

*Gray Davis, Governor*

#### BUSINESS, TRANSPORTATION AND HOUSING AGENCY

*Maria Contreras-Sweet, Secretary*

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<http://www.ots.ca.gov>

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# Grantees

## Sharing the Road



### SIGNS OF THE TIMES

The **City of Whittier** will be installing 28 Active School Zone signs, speeding detectors that are no larger than regular traffic signs, for use near Whittier schools. City Councilmembers unanimously approved a resolution to accept a \$210,000 grant from **OTS** to install the signs, which replace speed trailers to remind drivers of their speed. The solar-powered radar signs help conscientious drivers keep track of their speed around school zones, where the limit is 25 miles per hour. The signs are designed to clock speeds when pedestrians are present, illuminating an LED screen that tells drivers their speed.

### REVVED UP FOR TRAFFIC SAFETY

The **Gardena Police Department's DUI and Speed Traffic Safety Program** is off to a roaring start with a pair of Harley Davidson motorcycles and a new radar trailer purchased by a grant from **OTS** last spring. The new funding gave a real boost to traffic enforcement, providing overtime for DUI saturation patrols, DUI checkpoints and radar assisted speed patrols. Public education efforts have been the focus, and a real asset, of the traffic safety program. Gardena officers conduct safety presentations at local schools and encourage citizens to report speeding vehicles in their area by phone or through the Web site at [www.gardenapd.org](http://www.gardenapd.org). The department is then able to

position the radar trailer and increase enforcement as needed. The department happily reports increased seat belt compliance as a bonus of the new traffic safety program. In April 2002, at the beginning of the program, seat belt compliance was at a mere 69 percent. But after seven short months seat belt compliance in Gardena has increased to 87 percent.

### SAFE & SOUND

A new radio station is about to hit the airwaves in the **City of El Segundo**. This tiny city is home to only 16,000 residents but hosts a commercial and industrial population of 90,000 each day. Located just south of the Los Angeles International Airport (LAX), and bound by the 105 and 405 freeways, El Segundo is vulnerable to congested streets and highways, emergency evacuations coming from LAX and frequent hazardous material emergencies.

The radio station, a much-needed medium for traffic and emergency alert messages, is made possible by a grant through the **California Office of Traffic Safety** and **Caltrans**. El Segundo recently received FCC licensure for the low power AM station, **WPWA745** on **1040 KHz**, also known as **Project Escape** (El Segundo Community Alert ProjEct).

**David Burns, Emergency Services Coordinator** for the City of El Segundo, and project manager, stated, "We are extremely grateful for this

resource and grant support from **OTS** and **Caltrans**. We will be able to alert motorists of potential hazards, increase their awareness for emergency vehicles and take measures to reduce injury from collisions or other potentially dangerous conditions." Motorists can reduce their speed, be alert, and avoid unwelcome surprises.

### PASADENA IS PRO PEDESTRIAN SAFETY

"**Keeping Kids Safe in Traffic**" is a motto for the **Pasadena Safe Communities** project and the title of their new pedestrian safety video, funded by **OTS** and developed by the **Los Angeles County Department of Health Services, Injury and Violence Prevention Program**. The 15-minute video teaches both English and Spanish speaking parents and caregivers to properly supervise children at play in their neighborhood, act as a responsible pedestrian role model for youth, and teach children to be safe pedestrians at an early age. The video is shown to parents and caregivers at preschools, hospital and clinic waiting rooms, and at community based organizations serving parents with preschool aged children.

Each fall Pasadena takes their commitment to pedestrian safety to the streets. **Mayor Bill Bogaard** declared the first Wednesday of October as **Walk to School Day**. Last year more than 600 parents, students and community members gathered at **James Madison Elementary**

**School** for pedestrian safety lessons and a "walkability" checklist of safe walking do's and don'ts. The sea of pedestrians were lead by Pasadena police officers to a school assembly and safety presentation by **Officer Mario Otriz**. Suggestions for pedestrian safety were later submitted to the **Pasadena Traffic Engineering Department** for a more "walkable" community.

### SAFE MOVES ON THE ROAD

Students from **Don Julian Elementary School** in La Puente recently lined a mock sidewalk to view chalk outlines of victims and remnants from traffic collisions. **Pat Hines**, President of **SAFE MOVES**, created the interactive scenario to help promote pedestrian safety and reduce the frequency of teen pedestrian injuries and fatalities. The visual presentation was part of the **Teen Pedestrian Education program** funded by **OTS** and administered by the **Los Angeles County Department of Public Works**.

**SAFE MOVES**, a hands-on pedestrian safety program, will conduct a total of 200 **Collision Assessment Trainings** in California's high volume pedestrian and vehicular traffic areas by December 2003. The program effectively grabs the attention of teens by recreating traffic collision sites in a module city with mock streets, sidewalks, traffic signals and buildings. ●



# OTS Fiscal Unit Basks in 'Family Atmosphere'



*Pictured above (top row, from left): Shannon Brasfield, Debbie Hrepich. Bottom row: Orantha Edington, Trina Nguyen, Carolyn Taylor*

**M** eet the financial gatekeepers at the **Office of Traffic Safety**: This five-person division has a blend of veterans (**Debbie Hrepich** and **Shannon Brasfield** have been with OTS for 25 and 20 years, respectively) and new staff, charged with keeping the books.

"It's a great group of people," said Hrepich, who is Senior Accounting Officer. "We're more like family and friends. We all have a great working relationship."

The team includes two Accountant I's, **Shannon Brasfield** and **Trina Nguyen**, and two Account Technicians, **Orantha Edington** and **Carolyn Taylor**.

Brasfield performs an array of duties, including maintenance and oversight of grantee equip-

ment purchases, preparation of consultant services contracts, and, the administration of accounts payable.

Nguyen shares Accountant I duties with Brasfield. Nguyen is a part time Accounting student who plans to transfer to CSU-Sacramento by the spring of 2004.

Edington and Taylor review and audit traffic safety project claims submitted by the funded agencies to insure compliance before submission to the State Controllers Office for payment. Edington has been with OTS for four years, Taylor one year.

"This is a team dedicated to OTS and the State of California," says Hrepich.

Dedication that the public can count on from the **OTS Fiscal Unit**. ●

## Candid Comments

### Life-Saving Tools Can Make All the Difference

*By Scott Holmquist*

Often in our business, we see the direct impact of utilizing new life-saving equipment while on the job. Following is just such a story: In 2001, the **Shasta County Fire Department** received a \$70,000 **OTS** grant for new extrication equipment, which had a critical impact following a traffic collision in September 2002 involving a tractor/trailer. A sedan had been crushed to approximately 32 inches by 78,000 pounds of food product.

Using the new rescue equipment (power hydraulic tools & air bags), the driver was freed and survived. One occupant died, but it could have been much worse. **CDF Battalion Chief, Craig Dowling** said, "The rescue equipment provided by the Office of Traffic Safety definitely contributed to the positive outcome of this incident." The equipment has played a critical role in responding to more than 150 traffic collisions in the first three months of being in service.

Our No. 1 goal is to improve the level of emergency rescue services that we

are currently providing to the public. Target areas include: reliability of vehicles, reduced response times, the reduction of extrication times, improved pre-hospital patient care and handling, and increased patient survival rates. Community involvement is also essential in the overall prevention of traffic collisions.

Simply, our strategy is to reduce response time, reduce extrication time and transport victims to hospitals in less time. We evaluated where the greatest need for extrication equipment is, based on lack of equipment, distance from power hydraulic and other extrication equipment. The plan was to strategically place equipment in areas that had a greater than 30 minute response time for extrication equipment. These much-needed funds purchased three sets of power extrication tools, which included power unit, combination tool (cutter/spreader) and telescopic ram, six sets of air lifting bags (high pressure), air cutting guns, power sawzalls and stabilization equipment.



The new equipment has allowed us to improve the level of service

that the Shasta County Fire Department provides to the communities and those traveling throughout the county.

The Shasta County Fire Department is comprised of about 250 citizen volunteer firefighters organized into 20 community-based volunteer fire companies. The 20 companies serve the unincorporated area with 15 percent of their incidents being traffic collisions. Of the total traffic collisions each year in Shasta County, an average of 2.1 percent are fatal collisions and 45.5 percent are injury collisions.

With the right tools in the toolbox, and dedicated firefighters, we hope to reduce fatalities and injuries in the future. ●

**Scott Holmquist is Division Chief of Operations for the California Department of Forestry/Shasta County Fire Department.**



*David Thompson (right) displays the Peter K. O'Rourke Special Achievement Award with OTS Interim Director, Teresa Becher.*

## David Thompson Earns Plaudits for Stellar Traffic Safety Career

**T**o say that **David Thompson** has made a career of traffic safety is a mild understatement.

Thompson, Administrator of **San Diego Safe Communities 2000 Plus**, received the **Peter K. O'Rourke Special Achievement Award** during last spring's **Governor's Highway Safety Representatives Annual Conference** in St. Louis, Mo.

Thompson's adult career in traffic safety spans nearly 40 years, with 29 years as Executive Director of the **San Diego Safety Council**, and the balance as the Administrator of two Safe Communities projects in San Diego.

During the conference, Thompson summed up his dedication to traffic safety. He said that each day he picks out someone in a crowd, and says to himself, "I know that something that I have done has helped save your life."

Under both the **San Diego Safe Communities – 2000** and **San Diego Safe Communities 2000 Plus**, Thompson is responsible for institutionalizing occupant protection and child passenger safety concepts within the public safety and health communities of San Diego. A master at coalition building, he is responsible for bringing numerous community groups together in traffic safety.

Over the last six years, Thompson has worked tirelessly with his local counterparts to establish consensus on program development and implementation. Long term partnerships have been established between a multitude of local organizations who became members of the coalition. Some of those included are: **San Diego Safe Kids Coalition, RADD, San Diego Police Department, San Diego Emergency Medical Services Agency, SanDag Walkable Communities, San Diego Children's Hospital, California Highway Patrol, Scripps Memorial Hospital, San Diego County Department of Health Services, San Diego State University, San Diego City Schools, Boys and Girls Clubs of San Diego, MADD/Metro Network,** and local military bases. ●

## OTS Scores with Seventh Year of Sports Marketing Program

The 2002 Sports Marketing program marked the seventh year in which the **OTS** has partnered with sports teams across the state to promote safe driving practices to sports fans. The program has been utilized as a means of reaching California's diverse population where they play with their friends and families.

Focusing on 21–34 year olds, the campaign promoted seat belt use and anti-DUI messages to fans attending sporting events statewide. Joined by the **California Highway Patrol**, OTS partnerships consisted of several elements, including scoreboard messages, public address announcements, posting of information on team Web sites, interviews during the game, stadium events, and the distribution of promotional items.



*Bakersfield Condor's Right Wing, Jamie Cook and Long Beach Ice Dog Jeff Attard, stand by as CHIPper and the Crash Test Dummies prepare to drop the first puck.*

The 2002 program will go down in the record book as one of the most exciting ever, including notable partnerships with the World Champion **Anaheim Angels** and the National League Champion **San Francisco Giants**. The Angels partnership included a "Traffic Safety Night" event at Edison Field, while the Giants partnership included the production of two public service announcements featuring Giants pitcher **Benito Santiago** and outfielder **Reggie Sanders**.

In addition to the 2002 World Series contenders, OTS partnered with seven other sports teams across the state hosting numerous "Traffic Safety Night" events from San Diego to Sacramento, providing OTS grant coordinators and staff the chance to interact with fans.

In November the 2002 Sports Marketing program participated in it's first ever hockey partnership. For the final event of 2002, the OTS partnered with the **Bakersfield Condors** to present Traffic Safety Night on November 6 at Centennial Garden Arena, with more than 3,587 Condors fans in attendance.

The OTS looks forward to reaching more Californians next year by creating exciting sports marketing partnerships for the program's eighth year in 2003. ●



# Buckle Up with Love

The safety of young children is a top priority to Californians. **OTS** grantees work tirelessly throughout the year conducting child safety seat checkups and workshops for parents, and even star athletes like **Derek Smith** of the **San Francisco 49ers** get behind campaigns to produce posters and public service announcements. California's children are powerful advocates for occupant protection as well. Last year, during **Child Passenger Safety Week**, students at David Lubin Elementary in Sacramento blanketed school walls with their own safety messages.

California's 2003 Child Passenger Safety Week is February 9–15th. This annual observance falls the same week of Valentine's Day, reminding parents and caregivers throughout the state to "buckle up the ones you love" in the appropriate safety seat or booster seat. This year's child passenger safety observance also celebrates the one-year anniversary of California law **SB-567**, requiring children four to six years of age or those weighing under 60 pounds to ride in a booster seat.

One specific OTS grantee finds the new law highly successful. "SB-567 covers children who previously fell into a gap," says **Pouran Sohrabi, Education Director of Fresno County Department of Community Health Child RideSafe program**. "Children ages four to six are too small for seat belts but too big for

**CHILD PASSENGER SAFETY**

"I never take chances with my safety on the field. Why would I take chances with my son's safety in the car?"

Derek Smith #50  
San Francisco 49ers Linebacker

Derek Smith with his wife, Taryn, and their baby, Carson.

California has one of the best child passenger safety laws in the country. Children must be properly restrained in a child safety seat until they are either 6 years old or weigh 60 pounds. However, over 90% of child safety seats in cars today are either used or installed incorrectly. We can work together to fix this problem.

The San Francisco 49ers are proud to partner with AAA, California Highway Patrol, the Office of Traffic Safety and State Senator Jackie Speier to educate California parents about proper child safety seat installation and use. For more information, go to [www.49ers.com](http://www.49ers.com) or call AAA Traffic Safety at 1-800-637-2122.

OTS STATE SENATOR Jackie Speier SF CHP AAA

*A poster featuring Derek Smith of the San Francisco 49ers was developed for California's 2003 Child Passenger Safety Week campaign. The poster was a collaborative effort between Senator Jackie Speier (D), the OTS, CSAA and the California Highway Patrol.*

a conventional safety seat." Sohrabi adds, "parents always want to protect their children, but they are more likely to use booster seats if they are mandated by law."

The Child RideSafe program, along with the **California Highway Patrol, Fresno Police Department, Central Valley SAFE KIDS** and **Lithia Ford of Fresno** began a public awareness campaign several months before the law took effect in January of 2002. Child RideSafe maintained a busy schedule throughout the year, working to promote SB-567 and the proper use and installation of safety seats and seat belts. This year the program will hold a press conference and three safety seat checkup events in the Fresno area during the Child Passenger Safety Week observance.

For information on Child Passenger Safety Week activities and efforts in your community, contact Janet Lane, OTS at 916/262-0980. ●



*Students from David Lubin Elementary School in Sacramento demonstrated their creative approach to safety by developing posters as part of the 2002 Child Passenger Safety Week campaign kickoff.*

# New Extrication Tools Provides a Big Assist to Culver City FD

Saving lives is everyone's business. Take the **Culver City Fire Department**, for example.

The Department has greatly enhanced its ability to save lives and restore traffic flows

following traffic collisions. The Department has purchased emergency extrication equipment using federal grant funds from the **California Office of Traffic Safety** and have equipped emergency response

vehicles with these critical lifesaving devices.

"The equipment we purchased allows us to extricate injured traffic collision victims 68 percent faster than before. We have greater potential to save a life when we can get them to a treatment facility faster," says **Acting Culver City Fire Chief, Phil Garcia**. In addition, the reduced time needed to extricate injured victims means that crash scenes may be cleared faster, thereby restoring normal traffic flow, alleviating unnecessary roadway congestion, and even helping to prevent "looky-look" incidents as well.

The CCFD is showing off its new capabilities by staging demonstrations and displays for the public to view the new acquisitions. Recently, citizens in the city's **Community Emergency Response Training** class took part in a demonstration, and the equipment was a featured attraction at local events during **National Fire Prevention Week** in October and the **Western Hemisphere Marathon** in December. "We are very grateful to OTS for this grant," said Garcia, "and the community is also grateful that OTS cares enough about safety and preserving life to invest their limited funding here in Culver City." ●



**Culver City Fire Department Training Captain Tim Wilson shows off OTS-funded emergency extrication equipment to the newest members of Culver City's Community Emergency Response Team.**

## 'DUI,' from Page 1

The launch of a joint effort between several state agencies and the California State University system to combat alcohol abuse, funded by a \$1.57 million federal grant; and, a series of statewide education and enforcement partnerships funded by \$13 million in federal monies specifically targeted for DUI preparedness.

"We're digging in. We're going to work harder and smarter," said Contreras-Sweet, whose agency oversees the **California Highway Patrol, Office of Traffic Safety, and, Department of Alcoholic Beverage Control** – three departments on the front lines in the battle to curb DUI. "The word that describes all this is collaboration, because we are striving to build a complementary statewide network that deftly

combines the skills and impact of many organizations."

As OTS TRACKS went to press, a host of initiatives were either announced or took effect

*State University partnerships:* Efforts will focus initially on eight CSU campuses — Sacramento, Chico, Fresno, Hayward, Long Beach, Monterey Bay, San Bernardino and Sonoma. Each campus will receive up to \$50,000 in mini-grants to develop its own alcohol abuse program.

*Statewide DUI partnerships:* federal funds will pay for additional educational programs, stepped-up DUI checkpoints and patrols, warrant service programs for multiple DUI offenders and under-age drinking enforcement programs, as well as programs

designed to reach younger drivers. Both partnerships were announced during late-December press conferences in Sacramento and Los Angeles.

State anti-DUI advocates hit the ground running in early December, with three "COPtails" events in Sacramento, Fresno and Pasadena, which kicked off the state's 12th annual 3D Month. The events featured California Highway Patrol officers and law enforcement from all three regions serving non-alcoholic beverages, or COPtails, to lunch patrons.

Representatives from the National Highway Traffic Safety Association, California Highway Patrol, Department of Alcoholic Beverage Control and the California Restaurant Association were also in attendance to pledge support for anti-DUI activities. ●

## 'PTS,' from Page 1

a police vehicle, the other driven by DUI "suspect" **Dennis Hall, Regional Coordinator** for OTS' Inland Empire region.

Participants witnessed the various stages of DUI, from Hall actually being "pulled over," being administered a Standardized Field Sobriety test, culminating with a drug recognition test conducted by a certified Drug Recognition Expert. Workshops included sessions on Red Light Running, Occupant Protection, various youth issues including Illegal Street Racing, and, a thought-provoking session on the legal aspects of DUI. ●

# CALIFORNIA OFFICE OF TRAFFIC SAFETY

February 2–4

## **Traffic Expo 2003**

New Orleans, LA

Contact: American Traffic Safety Services, 540-368-1701  
or [www.atssa.com](http://www.atssa.com)

February 9–15

## **California's Child Passenger Safety Week**

Contact: Janet Lane, 916-262-0980  
or [www.ots.ca.gov](http://www.ots.ca.gov)

March 9–11

## **Life Savers National Conference on Highway Safety Priorities**

Chicago, IL

Contact: [www.lifesaversconference.org](http://www.lifesaversconference.org)



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